

4th Annual

**FARMS
FOOD**

**& THE
FUTURE
CONFERENCE**

***Register today for
this important
event.***

**ADDING VALUE:
CHALLENGES AND
OPPORTUNITIES**

Scheman Building
Ames, Iowa

FEATURED TOPICS

- *Financial Partners*
- *Marketing Resources*
- *Exploring Marketing Channels*
- *Real World Experiences*
- *New Horizons*
- *Renewable Energy*

FEATURED SPEAKER

Joel Kotkin, internationally-recognized authority on global, economic, political and social trends, encourages change to lure new energies and industries in rural areas

• ONE DAY CONFERENCE • LEARN • SHARE • NETWORK •

THURSDAY, AUGUST 28, 2003

IOWA STATE UNIVERSITY

CONFERENCE SCHEDULE

8:15 Registration Opens

9:00 Patty Judge, Secretary of Agriculture, Iowa Department of Agriculture and Land Stewardship

9:20 Joel Kotkin, internationally-recognized authority and author of "New Geography" can lure new energies and industries to rural areas

10:00 Refreshment Break

10:15 Concurrent Sessions
A, B, C, D, E

11:20 Governor Tom Vilsack
(invited) Economic development opportunities and the Grow Iowa Values Funds

12:10 A Taste of Iowa® Luncheon

1:00 Concurrent Sessions
G, H, I, J, K, L

2:00 Refreshment Break

2:15 Concurrent Sessions
M, N, O, P, Q, R

3:30 Dan Brown, PhD
State Director, USDA
Use new economic trends and opportunities for value-added agriculture

Drawing for five "A Taste of Iowa®" baskets

Exhibitor Area

Limited spaces available for 8' by 10' booth

We're on the Web

Farms Food & The Future Conference information can be found on the Iowa Department of Agriculture and Land Stewardship's Web site at www.agriculture.state.ia.us/farmsfoodfuture.htm.

Iowa State University does not discriminate on the basis of race, color, age, religion, national origin, sexual orientation, sex, marital status, disability, or status as a U.S. Vietnam Era Veteran. Any persons having inquiries concerning this may contact the Director of Opportunity and Diversity, 3680 Beardshear Hall, (515) 294-7612.

10:15 a.m. — Concurrent Sessions

A. Wind Energy Generation — Where are the opportunities?
• Bill Haman, Iowa Energy Center, technology and opportunities
• Frank Greb, Alliant Energy WindConnect, wind farm development
• Bill Fluhrer, Iowa farmer, benefits from your own wind generator

B. Year-Round Farmers' Market — A New Direct Marketing Option in the Des Moines Area
• Dave Schlarman, Metro-Market, and several vendors

C. Soy Lubricant Processing
• Lou Honary, PhD, Agriculture-Based Industrial Lubricants (ABIL), research organization
• Diane Neuzil, Associate Director ABIL, Environmental Lubricant Manufacturing (ELM) and working with local processors to market soy lubricants

1:00 p.m. — Concurrent Sessions

G. Ethanol and Biodiesel Updates
• Warren Puck, president of the new Iowa Renewable Fuels Association and Tall Corn Ethanol Coop
• Myron Danzer, Production Project Manager of West Central Cooperative

H. Producer Initiative Updates
• Joel Brinkmeyer, Iowa Cattlemen's Association, Iowa Quality Beef Cooperative report
• Marston McGwinn, Iowa Premium Pork Company
• Ken Rutledge, West Liberty Foods, growth opportunities for the turkey producer

I. Food Uses Panel

• Tom Lacina, Wildwood Harvest, soy foods
• Gary Sabolik, Farm Connect of Soylink, soy protein for yogurt and milk
• Steve Williams, Naturally Iowa, dairy products from "naturally" produced milk

D. A Taste of Iowa® Plan to Enhance Existing Industry
• Jennifer Porter and Gail Kotval, Iowa Department of Economic Development
• Representatives from Farmers Markets, Retail, Food Service, and Specialty Foods

E. Challenges and Opportunities for Cooperatives
• Mark Hanson, Minnesota attorney, Characteristics of highly successful ventures capture opportunities to realign business plans and capital structure.

J. Agricultural Marketing Resource Center (AgMRC)
• Mary Holz-Clause, Iowa State University Extension, collecting and distributing information to assist value-added ag initiatives

K. Growing Iowa with Iowa Dollars
• Jeff Rossate, Division Administrator Business Development, Iowa Department of Economic Development, programming including the Grow Iowa Values Fund

L. Value Chain Partnerships
• Gary Huber, how the Pork Niche Market Working Group and the Local and Regional Foods groups are growing and you can become involved
• Jill Euken, Iowa State University Extension, the bio-based economy

2:15 p.m. — Concurrent Sessions

M. Renewable Energy — Support and Resources

- Regi Goodale, Iowa Association of Electric Cooperatives
- Floyd Barwig, Iowa Energy Center
- Bill Johnson, Alliant Energy
- Jeff Kuntz, USDA Rural Development
- Chad Stobbe, DNR Energy Bank

N. Producer Alliances — Continuing to Find Value-added Opportunities

- Brad Petersburg, Ag Ventures Alliance
- Jim LeCureux and Chris Williams, 21st Century Producers, Inc.

O. Wine and Cheese

- Paul Tabor, Tabor Family Winery, LLC
- Eli Bergmeier, Viticulture Technician, Golden Hills RC&D, opportunities and challenges to the wine industry
- Neville McNaughton, Golden Ridge Cheese Cooperative, update on the Amish-owned Blue Cheese processing cooperative

P. Marketing Channels

- Tom Cory, Cory's Country Lamb, ethnic niche markets and direct-marketing
- Jim Raife, New City Market, on-site marketing
- Tim Beeler, Beeler's, marketing through a retailer

Q. Getting the Green Light from Your Financial Partner — Venture Capital and Banking Requirements

- Jeff Kistner, CoBank
- David Sengpiel, Director of Alternative Investments, Iowa Farm Bureau Federation

R. New Horizons

- Michael O'Brien, Director of Communications, Cargill-Dow, current activities, including PLA production
- Dr. Jan Schiedemann, CEO, Trans Ova Genetics, new applications in life sciences industries

CONFERENCE SPONSORS

- Iowa Department of Agriculture and Land Stewardship
- Iowa Department of Economic Development
- Iowa Farm Bureau Federation
- Iowa Institute for Cooperatives
- Iowa State University Extension
- USDA Rural Development
- A Taste of Iowa®

REGISTRATION — FARMS FOOD & THE FUTURE

First Name	Middle Initial	Last Name	Company / Affiliation
Work Phone	Fax	Home Phone	
Mailing Address	City	State	Zip Code

Iowa County

E-mail

☐ Please contact me, I have special dietary needs and/or need accommodations for a disability.

Registration Fees.

- | | |
|---|-------------|
| <input type="checkbox"/> Early Registration (through August 14, 2003) | \$30 |
| <input type="checkbox"/> Registration (after August 14, 2003) | \$50 |
| <input type="checkbox"/> Exhibitor Booth, 8'x10' | \$75 |

BREAKOUT SESSION PREFERENCES

Please circle the breakout sessions you are interested in attending.

10:15 - 11:20 a.m.	Concurrent Sessions	A	B	C	D	E	L
1:00 - 2:00 p.m.	Concurrent Sessions	G	H	I	J	K	R
2:15 - 3:15 p.m.	Concurrent Sessions	M	N	O	P	Q	

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It's Easy to Register!

Online— www.uccs.iastate.edu

Mail—

Terrie Hunter
University Conference Services
Iowa State University
102 Scheman Building
Ames, Iowa 50011-1112
Fax— (515) 294-6223

Change in Plans

If you cancel your registration before August 14 your registration fee will be refunded less a \$20 processing charge. Contact Terrie at thunter@iastate.edu or (515) 294-5961. **No refunds given after August 14.**

*Iowa State University requests this information to preregister you in a conference. No one outside the university, with the exception of participants in this conference, is routinely provided this information. If you fail to provide the required information, we cannot promise accurate registration. (Reference: Iowa Code, Chapter 22.11; Iowa Fair Information Practices Act.)

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UCS1013.0703

ADDING VALUE: CHALLENGES AND OPPORTUNITIES



*The 4th annual conference for
farmers, producers,
food processors, agribusiness staff,
retailers, bankers, public service and
university personnel, students
and anyone wanting an inside
look at the future of adding value
to Iowa's commodities.*

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